

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve

A241.3

Ex83Re

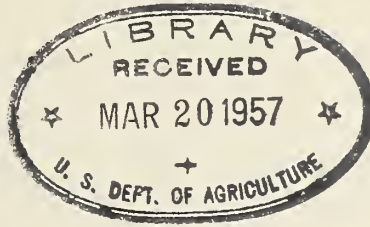
UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



Reserve
BOOK NUMBER

A241.3
Ex83Re

937755



3
REFERENCES ;

MARKETING INFORMATION FOR CONSUMERS //

(A Companion Piece to AEP-57)

The references here are divided into three parts--Federal, National, non-Federal, and State. Federal sources are cleared for your use. At this writing, enough copies of each publication are available for consumer marketing personnel. Many are available in ample quantity for the public at large, but the list is meant for your use rather than for general distribution.

As you will note, some of the Government agencies mentioned have changed titles in recent years. The old titles appear here to help you identify the bulletin.

1/ Prepared by Ruth Hodgson, Federal Extension Service, March 1956.

CONTENTS

FEDERAL SOURCES

How to Order Federal Publications.	iii
Federal Publications	
A. General	1
1. Available Lists	
2. Visualized Information	
3. Periodicals	
4. Commodities	
B. Buying Guides.	3
1. General	
2. Family Food	
3. Commodities	
C. Consumer Preferences and Purchases	4
D. Laws, Labels, Grades, and Standards.	5
1. Agricultural Marketing Service	
2. Food and Drug Administration	
3. Other	
E. Home Storage	7
F. Nutrition.	7
G. Food Value	8
H. Preservation	8
1. Canning	
2. Freezing	
3. Other	
I. Use.	9

NATIONAL NON-FEDERAL SOURCES

A. General.	10
B. Trade Associations	11

STATE SOURCES.	12
------------------------	----

HOW TO ORDER FEDERAL PUBLICATIONS

Free Publications

Single copies of Federal publications marked with one of the symbols below are available without cost from the particular agency, e.g. EXT. When a price appears, you may order more than one copy from the Government Printing Office.

AMS - Marketing Information Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

AMS*- Administrative Services Division (ML), Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

ARS - Agricultural Research Service, U. S. Department of Agriculture, Washington 25, D. C.

EXT - Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

FDA - Food and Drug Administration, U. S. Department of Health, Education, and Welfare, Washington 25, D. C.

FWS - Fish and Wildlife Service, Room 3441, U. S. Department of the Interior, Washington 25, D. C.

INF - Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Publications for Sale

Listings followed by the symbol below are for sale only. To order, send your remittance to this address:

GPO - Superintendent of Documents, Government Printing Office, Washington 25, D. C. Accompany orders with check or money order payable to the Superintendent of Documents. Postage stamps and cash are not accepted.

FEDERAL PUBLICATIONS

A. General

1. Available Lists

LIST OF AVAILABLE PUBLICATIONS OF THE U. S. DEPARTMENT OF AGRICULTURE. Prepared by Division of Publications, Office of Information. Lt-11. 1954. 139 pp. Titles and code numbers of USDA publications; procedures for placing orders. 45¢

INF

POPULAR PUBLICATIONS FOR THE FARMER AND HOMEMAKER. Office of Information. Lt-5. 1955. 24 pp. List and order blank for USDA materials of general public interest.

INF

CHECKLIST OF REPORTS ISSUED BY THE AGRICULTURAL MARKETING SERVICE. Prepared by Agricultural Marketing Service. Monthly. 2 or more pp. Lists latest publications of all divisions of Agricultural Marketing Service; helps you keep up to date; includes procedures for ordering releases.

AMS

AVAILABLE LEAFLETS ON FISHERIES - 1955. Prepared by Fish and Wildlife Service. Fl-9. 1955. 18 pp. Lists items available only from the Fish and Wildlife Service; includes cookery and consumer preference series.

FWL

2. Visualized Information

FILM STRIPS OF THE U. S. DEPARTMENT OF AGRICULTURE. Prepared by Office of Information. AH-87. 1955. Annotated list of film strips available, including a section on home economics and on marketing; procedures for placing orders. 20¢

INF

MOTION PICTURES OF THE U. S. DEPARTMENT OF AGRICULTURE - 1954. Prepared by Motion Picture Service. AH-14. Revised March 1954. 62 pp. Supplement available. List of films produced by USDA and some other Government agencies; describes films and methods for ordering. 25¢

GPO

TV FILM CLIP LIBRARY. Prepared by Motion Picture Service. 5 separate volumes. Gives footage and outline of each series of TV film clips; methods for placing orders.

INF

U. S. DEPARTMENT OF AGRICULTURE TV PACKAGE SERVICE. Weekly package service free to any individual who produces a regular farm and home television show. Packages sometimes include consumer information. Quarterly schedule of packaged programs mailed before start of the quarter; orders must be placed from schedule. Send request to Jules Renaud, Office of Information.

3. Periodicals

AGRICULTURAL RESEARCH. Prepared by Agricultural Research Service. Monthly. 16 pp. Reviews current agricultural research, includes a food and home section. Restricted free mailing list, one subscription per office. \$1.00 a year. ARS

FOOD AND HOME NOTES. Prepared by Press Service, Office of Information. Weekly. 4 pp. Roundup of current Federal food news, prepared especially for women's pages of the press and women's radio and TV programs. Automatic mailing list to Extension consumer marketing specialists. EXT

MARKETING ACTIVITIES. Prepared by Agricultural Marketing Service. Monthly. 16 pp. Current marketing research articles, including such items as consumer preferences, marketing services, new ways to market products. Free (4-K) mailing list. \$1.50 a year. AMS*

RURAL FAMILY LIVING. Prepared by Household Economics Research Branch. 3 or 4 issues a year, including an annual Outlook issue. Up-to-date series of articles on food economics, family finance, population trends, and related matters. Automatic mailing list to Extension consumer marketing specialists. EXT

4. Commodity References

FACTS FOR CONSUMER EDUCATION. Home Economics Research Branch, Agricultural Research Service. Series of commodity releases - comprehensive set of economic and home economic facts. References cited. Already published in the series are:

Beef. AB-84. 1952. 21 pp. 15¢	GPO
Peaches. AB-54. 1951. 18 pp. 15¢	GPO
Tomatoes. AB-32. 1951. 21 pp. 10¢	GPO
Pork. AB-109. 1954. 22 pp. 15¢	INF
Milk and Its Products. AB-125. 1954. 31 pp. 25¢	INF
Bread. AB-142. 1955. 22 pp. 15¢	INF

EXTENSION FOOD MARKETING HANDBOOK. Prepared by Food Marketing Program, New York State Extension Service, Cornell University, Ithaca, N.Y. General reference on individual commodities; bibliography. Automatic mailing list to consumer marketing specialists.

EXT

8. Buying Guides

1. General

PAPERS ON PACKAGING FRESH FRUITS AND VEGETABLES. Prepared by Agricultural Marketing Service. 1955. Mimeograph. 2 pp. List of references on research related to prepackaging of produce.

AMS

PLANNING FOOD FOR INSTITUTIONS. Prepared by Bureau of Human Nutrition and Home Economics. AH-16. 1951. 95 pp. Useful food purchasing tables, showing number of servings to expect from market units of different foods. Designed primarily for children's homes, homes for the aged, and State institutions where residency is constant. 45¢

GPO

RETAIL CONTAINER SIZES (NET WEIGHTS) FOR FROZEN FRUITS AND VEGETABLES. Available from Office of Technical Services, Commodity Standards Division, U. S. Department of Commerce. R-253-54. 6 pp. Gives popular container sizes used by retail trade. 5¢

2. Family Food

FAMILY FARE - FOOD MANAGEMENT AND RECIPES. Prepared by Human Nutrition Research Branch. G-1. Slightly revised 1955. 96 pp. Family food plans, including sizes of average servings, buying, and storage tips, nutrition data, and recipes. 25¢

INF

FOOD FOR FAMILIES WITH SCHOOL CHILDREN. Prepared by Human Nutrition and Home Economics Research. G-13. Slightly revised 1955. 24 pp. Week's food plan for a family with school children at March 1955 prices; ideas on planning, preparing, buying, and storing foods. 15¢

INF

FOOD FOR THE FAMILY WITH YOUNG CHILDREN. Prepared by Human Nutrition Research Branch. G-5. Slightly revised 1955. 16 pp. Weekly menu, shopping list, and cost of food for a family with children in the 1- to 6-year age range. 10¢

INF

FOOD GUIDE FOR OLDER FOLKS. Prepared by
Home Economics Research Branch. G-17. 16 pp.
Slightly revised 1955. Daily food guide and
plan for persons 60 years of age and older. 10¢ INF

3. Commodities

A FRUIT AND VEGETABLE BUYING GUIDE FOR CONSUMERS.
Prepared in Fruit and Vegetable Division. G-21.
Revised 1955. 46 pp. Buying hints for many
different fruits and vegetables. 20¢ INF

EGG BUYING GUIDES FOR CONSUMERS. Prepared by
Agricultural Marketing Service. G-26. 1954.
8 pp. Grades, standards for quality, weight
classes, and general buying tips for eggs. 10¢ INF

POULTRY BUYING GUIDES FOR CONSUMERS. Prepared
by Production and Marketing Administration. G-34.
1953. 8 pp. Grades, styles of packaging, and of
processing. 10¢ INF

CHEESE VARIETIES AND DESCRIPTIONS. Prepared by
Bureau of Dairy Industry. AH-54. 1953. 151 pp.
Comprehensive description of classes, origin,
preparation, and traits of many different types of
cheese. 45¢ INF

FRESH AND FROZEN FISH BUYING MANUAL. Prepared by
Fish and Wildlife Service. Circular 20. 1954. 50 pp.
Gives market classes and criteria for purchase of
fish and shellfish; lists available fish cookery
leaflets. 25¢ FWS

WHOLESALE AND RETAIL CUTS OF BEEF. Prepared by
Agricultural Marketing Service. Revised 1955.
Poster. 24" x 16" Similar posters available for
lamb and for veal. Depicts wholesale and retail
cuts. AMS

C. Consumer Preferences and Purchases

CONSUMER PREFERENCES REGARDING APPLES AND WINTER
PEARS. Prepared by Bureau of Agricultural Economics. AB-19.
1950. 69 pp. Indicates why consumers choose
apples, factors affecting the shopping decision. 25¢ INF

CONSUMERS' USE OF AND OPINIONS ABOUT CITRUS PRODUCTS. Prepared by Bureau of Agricultural Economics. AB-50. 1951. 167 pp. Summary of survey to determine what citrus products consumers choose and why. 40¢ INF

HOMEMAKERS' USE OF AND OPINIONS ABOUT FATS AND OILS USED IN COOKING. Prepared by Agricultural Marketing Service. MRR-67. 1954. 88 pp. Survey of kinds of fats and oils homemakers use, how they use them, and reasons for their likes and dislikes. 50¢ INF

HOUSEHOLD CONSUMER PREFERENCES FOR BREADED SHRIMP AND BREADED FISH STICKS. Prepared by Fish and Wildlife Service. Part I, FI-424. 1955. 61 pp. National and regional summary of mailed questionnaire to determine consumer reaction to new fish products. FWL

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY MILK SOLIDS, AND MARGARINE. Prepared by Agricultural Marketing Service. AMS-HPD. Monthly. (Quarterly and annual summaries also available) Shows shifts in amount and kind of use of the products, trends in size of packages... AMS*

PURCHASES OF FROZEN AND CANNED FOODS BY URBAN FAMILIES AS RELATED TO HOME REFRIGERATION FACILITIES. Prepared by Agricultural Marketing Service. MRR-60. 1954. 14 pp. Data on purchases of 12 frozen and 6 canned items by urban families. 10¢ GPO

SOME HIGHLIGHTS FROM CONSUMER EGG STUDIES. Prepared by Production and Marketing Administration. AB-110. 1953. 25 pp. Reports on factors affecting consumer purchase of eggs. 10¢ INF

D. Laws, Labels, Grades, and Standards

1. Agricultural Marketing Service

A CONSUMERS' GUIDE TO U. S. STANDARDS FOR FARM PRODUCTS. Prepared by Agricultural Marketing Service. M-553. 1947. Temporarily out of print. Revision to be announced soon, probably available in the fall of 1956. Lists and describes U. S. grades for principal farm products; consumer language; illustrated. 15¢ INF

CHECK LIST OF U. S. STANDARDS ISSUED BY THE FRUIT AND VEGETABLE DIVISION (OTHER THAN FOR PROCESSED PRODUCTS). Prepared by Agricultural Marketing Service. November 1955. 4 pp. Lists 11 fresh fruits and vegetables with grade standards; explains how to order separate standards. (Information on grades also available from Marketing Information Division area offices - see attachment to economic bibliography)

AMS

UNITED STATES STANDARDS FOR GRADES OF PROCESSED FRUITS, VEGETABLES, AND CERTAIN OTHER PRODUCTS. Prepared by Agricultural Marketing Service. July 1955. 4 pp. Lists processed foods that have grade standards; explains how to order separate standards. (Information on grades also available from Marketing Information Division area offices - see attachment to economic bibliography)

AMS

KNOW THE EGGS YOU BUY. Prepared by Poultry Division PA-70. Revised January 1956. Poster, in color, 11 3/4" X 17 1/2"; shows weight, quality, and uses of eggs. 5¢. \$3.25 per 100.

INF

KNOW THE POULTRY YOU BUY. Prepared by Production and Marketing Administration. PA-170. 1952. Poster, in color, 11 3/4" X 16 3/4"; shows grade and inspection symbols, tips on buying. 5¢. \$2.25 per 100.

INF

U. S. GRADES FOR BEEF. Prepared by Agricultural Marketing Service. L-310. 1955. Will be revised June 1, 1956. Gives U. S. grades for beef and selection pointers. 5¢

GPO

2. Food and Drug Administration

FEDERAL FOOD, DRUG, AND COSMETIC ACT AND GENERAL REGULATIONS FOR ITS ENFORCEMENT. S.R.A., F.D.C. 1., Revision 4. 1955. U. S. Department of Health, Education, and Welfare, Food and Drug Administration. Text and administration of the Act. 25¢

FDA

FOOD AND DRUG ADMINISTRATION - WHAT IT IS AND DOES. Prepared by Food and Drug Administration. Mimeograph. 1955. 4 pp. Explains role of Food and Drug Administration; lists district offices.

FDA

PUBLICATIONS. Prepared by Food and Drug Administration. Mimeograph. 1955. 2 pp. List of foods with definitions and standards; procedures for ordering separate publications on food standards.

FDA

READ THE LABEL ON FOODS, DRUGS, DEVICES, COSMETICS.
M-3. 1953. 35 pp. Tells in simple words what to
look for on labels, explains safeguards against mis-
branded or adulterated products. 15¢

FDA

3. Other

STATE PROVISIONS FOR SCHOOL LUNCH PROGRAMS--Laws and
Personnel. Prepared by Office of Education. Bulletin
1952. No. 4. 40 pp. Gives the historical development
of school lunch programs, authorization for the establish-
ment of State school lunch programs, State school lunch
personnel and excerpts from State school lunch laws.
20¢

GFO

E. Home Storage

HOME STORAGE OF VEGETABLES AND FRUITS. Prepared
by Horticultural Crops Research Branch. F-1939.
Revised 1955. 18 pp. Procedures for storing vege-
tables and fruits in the basement, storage cellar,
or pit. 10¢

INF

STORAGE LIFE OF FOODS UNDER HOUSEHOLD REFRIGERATION.
Prepared by Bureau of Human Nutrition and Home
Economics. Mimeograph. HE-494-B. 1952. 5 pp.
Suggests probable storage time for a variety of
food; helpful selected references.

ARS

F. Nutrition

DO YOU GET ENOUGH MILK? Prepared by Human
Nutrition Research Branch. G-47. 1955. 8 pp.
Need for milk, buying suggestions, home storage,
and use in meals. 5¢

INF

EAT A GOOD BREAKFAST...TO START A GOOD DAY.
Prepared by Human Nutrition Research Branch. L-268.
Slightly revised 1950. Folder. Breakfast patterns;
tips on variety and management. 5¢

INF

NUTRITION, UP TO DATE, UP TO YOU. Prepared by
Human Nutrition and Research Branch. GS-1. (Reprint
from Family Fare: Food Management and Recipes. G-1)
Slightly revised 1955. 28 pp. Describes roles of various
nutrients, gives food plan and information on buying. 15¢

INF

THE BASIC SEVEN...EAT THIS WAY EVERY DAY. Prepared by
Bureau of Human Nutrition and Home Economics. 1946.
Wall chart, 18½" x 23½", in color. 10¢. \$6.50 per
hundred.

GFO

G. Food Value

COMPOSITION OF FOODS - RAW, PROCESSED, PREPARED. Prepared by Human Nutrition and Home Economics Research. AH-8. 1950. 147 pp. A classic food value reference manual. Set of tables on the composition and mineral and vitamin content of foods. Figures based on 100 grams, edible portion; 1 pound as purchased; and common household units. 45¢

GPO

FOOD VALUES IN COMMON PORTIONS. Prepared by Bureau of Human Nutrition and Home Economics. AB-36. 1951. 8 pp. Gives nutrients in household quantities of foods. 5¢

INF

H. Home Preservation

1. Canning

HOME CANNING OF FRUITS AND VEGETABLES. Prepared by Bureau of Human Nutrition and Home Economics. G-8. 1947. 24 pp. Specific directions for cold and hot pack, boiling water bath, and pressure canning. 10¢

INF

HOME CANNING OF MEAT. Prepared by Bureau of Human Nutrition and Home Economics. G-6. 1951. 16 pp. Directions for canning beef, veal, mutton, lamb, pork, rabbit, poultry, and some meat-vegetable mixtures. 10¢

INF

HOMEMADE JELLIES, JAMS, AND PRESERVES. Prepared by Bureau of Home Economics. F-1800. 1945. 18 pp. Procedures. 10¢

INF

PICKLE AND RELISH RECIPES. Prepared by Bureau of Human Nutrition and Home Economics. L-269. 1950. 16 pp. Procedures for preparing pickled vegetables and fruits, including relishes. 10¢

INF

PRESSURE CANNERS--USE AND CARE. Prepared by Bureau of Human Nutrition and Home Economics. G-30. 1953. 6 pp. 5¢

INF

2. Freezing

CHICKEN IN THE FREEZER. Prepared by Bureau of Human Nutrition and Home Economics. L-279. 1948. 8 pp. General information and recipes. 5¢

INF

FREEZING COMBINATION MAIN DISHES. Prepared by Human Nutrition Research Branch. G-40. 1954. 20 pp. General directions for freezing such main dishes as stews, meat loaves, and casserole combinations. 10¢ INF

FREEZING MEAT AND POULTRY PRODUCTS FOR HOME USE. Prepared by Bureau of Animal Industry. G-15. 1951. 8 pp. Illustrated folder showing how to prepare beef, pork, lamb, poultry, eggs, and fish for freezing. 5¢ INF

HOME FREEZERS - THEIR SELECTION AND USE. Prepared by Clothing and Housing Research Branch. G-48. 1956. 22 pp. Relative merits of freezer ownership; how to choose and use a home freezer. 10¢ INF

HOME FREEZING OF FRUITS AND VEGETABLES. Prepared by Human Nutrition Research Branch. G-10. 1951. 48 pp. Directions for freezing fruits and vegetables - choice of container, type of produce, and loading the freezer. 15¢ INF

WHAT TO DO WHEN YOUR HOME FREEZER STOPS. Prepared by Extension Service in consultation with Bureau of Human Nutrition and Home Economics. L-321. 1952. Folder. 5¢ INF

3. Other

CURING PORK COUNTRY STYLE. Prepared by Bureau of Animal Industry. L-273. 1953. 8 pp. 10¢ INF

I. Use

(The publications in this section give recipes and general information, such as selection, home care, varieties, and food value. All of these come from Human Nutrition Research Branch, Agricultural Research Service.)

APPLES IN APPEALING WAYS. L-312. 1951. 20 pp. 10¢ INF

CHEESE IN YOUR MEALS. L-262. 1943. 8 pp. 5¢ INF

COOKING WHITE RICE. Mimeograph. ARS 61-2. 1955 ARS

DRY BEANS, PEAS, LENTILS...MODERN COOKERY. L-326. 1952. 24 pp. 10¢ INF

EGG DISHES FOR ANY MEAL. L-261. 1946. 16 pp. 10¢ INF

GREEN VEGETABLES FOR GOOD EATING. G-41. 1954. 10¢ INF

HONEY--SOME WAYS TO USE IT. G-37. 1953. 16 pp. 10¢	INF
MEAT FOR THRIFTY MEALS. G-27. 1953. 47 pp. 20¢	INF
MONEY SAVING MAIN DISHES. G-43. Revised. 1955. 48 pp. 20¢	INF
PEANUT AND PEANUT BUTTER RECIPES. G-36. 1953. 20 pp. 10¢	INF
POTATOES IN POPULAR WAYS. L-295. 1944. Folder. 5¢	GPO
POULTRY COOKING. F-1888. 1941. 33 pp. 15¢	GPO
ROOT VEGETABLES IN EVERYDAY MEALS. G-33. 1953. 12 pp. 5¢	INF
SWEETPOTATO RECIPES. L-293. 1946. 12 pp. 10¢	INF
TOMATOES ON YOUR TABLE. L-278. 1953. 20 pp. 10¢	INF
TURKEY ON THE TABLE THE YEAR ROUND. G-45. Revised 1955. 22 pp. 15¢	INF

(The publications in this section also give recipes and general information. The Fish and Wildlife Service prepared them.)

BASIC FISH COOKERY. Test Kitchen Series 2. 1950. 26 pp. 20¢	FWS
COD--THE BEEF OF THE SEA. Fishery Leaflet 269. 1951. 7 pp.	FWS
HOW TO COOK OCEAN PERCH. Test Kitchen Series 6. 1952. 10 pp. 10¢	FWS
HOW TO COOK SALMON. Test Kitchen Series 4. 1951. 19 pp. 10¢	FWS
HOW TO COOK SHRIMP. Test Kitchen Series 7. 1952. 14 pp. 15¢	FWS

NATIONAL NON-FEDERAL SOURCES

A. General

American Home Economics Association
1600 20th Street, N.W.
Washington 5, D. C.

HANDBOOK OF FOOD PREPARATION. Revised 1954. 66 pp.
Facts on weight and volume measurements of food
materials; cooking times; properties of food;
quality and size grades; food buying guides;
recipe construction; definitions of foods and
processes. 50¢ (to accompany order)

National Research Council
2101 Constitution Avenue
Washington 25, D. C.

RECOMMENDED DIETARY ALLOWANCES. Publication No. 302.
Revised 1953. 36 pp. Tables and discussion of
recommended daily allowance for various nutrients;
bibliography. 50¢ (to accompany order)

3. Trade Associations

The organizations listed here offer helpful home economics literature. Upon request, many of these groups will supply you with publication lists to help you sort out the kinds of materials of particular interest to you. This list is not an all-inclusive one, but rather a sampling of some of the major associations, most of whom represent more than one brand of a product.

American Can Company
100 Park Avenue
New York 17, N.Y.

Household Finance Corporation
919 North Michigan Avenue
Chicago 11, Ill.

American Dry Milk Institute, Inc.
221 North LaSalle Street
Chicago 1, Ill.

National Apple Institute
726 Jackson Place, N.W.
Washington, D. C.

American Fruit Growers, Inc.
Pittsburgh, Pa.

National Assn. of Frozen Food Packers
1415 K Street, N.W.
Washington 5, D. C.

American Institute of Baking
400 East Ontario Street
Chicago 11, Ill.

National Canners Association
1133 20th Street, N.W.
Washington 6, D. C.

American Meat Institute
59 East Van Buren Street
Chicago 5, Ill.

National Cranberry Association
Main Street
Hanson, Mass.

California Fruit Growers Exchange
Los Angeles 54, Calif.

National Dairy Council
111 North Canal Street
Chicago 6, Ill.

Evaporated Milk Association
228 North LaSalle Street
Chicago 1, Ill.

National Livestock and Meat Board
407 South Dearborn Street
Chicago 5, Ill.

Florida Citrus Commission
Lakeland, Florida

National Turkey Federation
Mount Morris, Ill.

Grocery Manufacturers of
America, Inc.
205 East 42d Street
New York 17, N.Y.

Pineapple Growers Assn. of Hawaii
215 Market Street
San Francisco 5, Calif.

Poultry and Egg National Board	United Fresh Fruit and Vegetable Assn.
185 North Wabash Avenue	777 Fourteenth Street, N.W.
Chicago 1, Ill.	Washington 5, D. C.

Rice Consumer Service, Inc.	United Fruit Company
10th Floor, Realty Building	Pier 3, North River
Louisville, Ky.	New York 6, N.Y.

Wheat Flour Institute
309 West Jackson Blvd.
Chicago 6, Ill.

STATE SOURCES

A. State Colleges and Universities

Bulletins. Each school has its unique set. Bulletins cover such topics as buying guides, cooking procedures, preservation, and consumer preferences. Frequent sources are:

Food Science and Technology
Food and Nutrition
Institution Management
Household Economics
Experiment Stations

B. State Commissioner (or Director or Secretary) of Agriculture

State laws governing the handling and distribution of food products. Copies of the regulations applying intra-State are usually available.

C. State Trade Associations

State commercial organizations - advertising agencies, utility groups, product representatives - often have publications of value.

D. Consumer Marketing Programs

Exchange of materials with programs in other States.

